

# Philippe Borremans

**Public Relations Consultant & Certified Trainer at The PR Training Company OÜ**

Tallinn, Tallinn, EE

Multi-lingual Public Relations professional with more than 25 years experience, specialising in Crisis & Emergency Risk Communication.

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## Biography

Philippe Borremans is an independent public relations consultant specialising in Crisis and Risk Communications. He is one of the founders of Reputation & Co., a network of senior communications consultants active in Europe and Northern Africa. Before moving to Morocco, and later to Portugal, he was Chief Social Media Officer and CSR coordinator at Van Marcke Trading Group. During ten years he held several communications positions at IBM, including Corporate and Online Communications on national and European level. He started his PR career at Porter Novelli International in Brussels. Philippe is a regular guest lecturer at the International University of Casablanca, the ISCAE Business School and several universities in Morocco, France, and Belgium. He is currently serving his second term as Member of the Board at IPRA. A regular content creator, Philippe publishes the PR Tool Shack newsletter which covers online public relations tools (<https://www.getrevue.co/profile/theprtoolshack>) as well as the Emergency Risk Communication newsletter (<https://riskcomms.substack.com/>)

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## Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

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## Industry Expertise

Management Consulting, Government Relations, Corporate Leadership, Public Relations and Communications, Social Media, Internet, Professional Training and Coaching, Training and Development, International Trade and Development, Corporate Training, Information Technology and Services

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## Areas of Expertise

Emergency Risk Communication, Social Media Communications, Crisis Communications, Public Relations, Internal Communications, Change Management, Reputation Management, Business Communications, Risk Communications

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## Affiliations

Corporate Communications Community (3C), European Association of Communication Directors, International Association of Online Communicators, International Public Relations Association

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## Event Appearances

**The Future of Public Relations**  
World Public Relations Forum

**Social Media Communications & the New PR**  
World Communications Forum

**Communication in the evolving media landscape: Adapt or Resist?**  
European Council

**Public Relations, AI & Automation**  
International PR Association Summit

**Online Communications**  
La Sorbonne

**Using Social Media in the Intelligence Community**  
Prague Security Studies Institute Summit

**Social Media Communications & Military Operations**  
Royal Military Academy MBA Course

**Social Media and ROI**  
Web Effectiveness Conference

**Impact of Social Media on PR**  
New Media and Public Relations Conference - Melcrum

**Internal Communications & Social Media**  
The Social Media Forum for Internal Communicators

**Social Media for Internal Communications**  
Intralife 2010

**How to create Social Media KPI's**  
European Communication Summit

**Conference Moderator**  
The African Public Relations Summit

**Future PRoot Communications**  
Marketing Kingdom

**Conference Moderator**  
International Crisis Communication Conference

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## Education

### INIREP

Public Relations Public Relations

### Royal Atheneum Halle

Modern Languages & History Modern Languages & History

### Reputation Institute

Reputation Management Reputation Management

### Emory University

Communicating During Emergencies Emergency Management

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## Testimonials

### Charlie Nordblom

Phil has wide experience in communications and a real pedigree in public relations. He has actually worked inside global companies and international businesses. And he has that rare ?helicopter? perspective. As a consultant and business advisor, he?s credible with a ton of integrity.

### Andrew Hoppe

"Having attended a number of conferences and workshops, I particularly valued the fact that Philippe is actually very passionate about the topic of corporate blogging. So rather than presenting a checklist of pros and cons, Philippe showed what great opportunities exist, and how to circumnavigate potential challenges in implementing them. In short - Philippe's workshop was ideal for those who actually want to leverage the new communications channels for the benefit of their organizations."

### Beatrice Delfin-Diaz

Philippe's presentation was very professional, well oriented to the audience (Business Managers), given the added value of using social media. Philippe covered the possible results that it could bring in terms of impacting the image and increasing the awareness of our business/activities in Industry, Healthcare, and Energy sectors.

### Sam Versluys

Philippe is usually way ahead of his time in his business. He talked about online PR and transparency when those were still scary concepts for most of his peers. He introduced online monitoring long before it became an industry and started using the social web to complement press releases when everyone else was still in newspaper mode.

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